

SUMMIT COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	36,521	37,594	n/a	-	
Total Non-Ag Employment	20,684	21,745	n/a	-	
Non-Ag Avg Monthly Wage	\$2,864	\$2,919	n/a	-	
Per Capita Income	\$69,520	\$72,643	n/a	-	
Unemployment Rate*	7.5%	6.1%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$528,767,050	\$589,374,085	\$635,363,968	7.8%	
Travel & Tourism Related Employment	9,954	10,644	11,076	4.1%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$27,654,885	\$31,083,633	\$33,376,200	7.4%	
Transient Room Tax	\$3,986,834	\$5,014,021	\$5,693,851	13.6%	
Restaurant Tax	\$1,617,005	\$1,859,732	\$2,006,182	7.9%	
Retail Sales					
Gross Taxable Retail Sales	\$1,171,664,350	\$1,309,014,359	\$1,342,860,142	2.6%	
REGIONAL VISITATION COUNTS					
Echo Welcome Center	126,347	111,633	115,605	3.6%	
Skier Days at Utah Resorts	4,223,064	3,802,536	4,031,621	6.0%	
Wasatch Mountain S.P.	359,871	357,696	256,887	-28.2%	
Deer Creek S.P.	359,365	305,748	360,565	17.9%	
Jordanella S.P. (2 Locations)	265,208	257,675	323,689	25.6%	
Rockport S.P.	132,415	146,314	157,575	7.7%	
East Canyon S.P.	83,967	100,250	82,731	-17.5%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

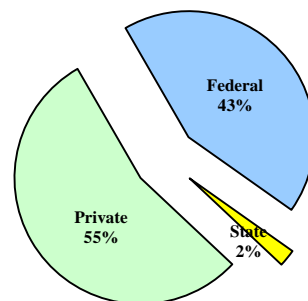
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Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	43.2%
BLM	0.1%
US Forest Service	43.1%
National Park Service	--
National Wildlife Service	--
Other •	--
State Government	2.2%
Utah State Parks & Recreation	0.1%
Utah State Wildlife Reserves	1.4%
State Trust Lands	0.7%
Other ••	--
American Indian	--
Private*	54.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Summit County Tourism Profile

